

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
October 21, 2010**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Ron Radachy, V.P.	Oasis of Hollywood
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Chris Bonbright	Whitley Court Partners
	Nathan Korman	NBK, LLC
	Jose Malagon	Hollywood Media Center
	Jan Martin	AMDA
	Jim McPartlin	W Hotel
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
Directors Absent	Frank Stephan, Treasurer	The Clarett Group
	Greg Angelo	METRO
	Aziz Banayan	Algert Co., Inc.
	Jeff Cohen	Gatehouse Capital
	Don Mushin	Hollywood Toyota
	Monica Yamada	CIM Group, Inc.
	Neelura Bell	CRA/LA - (Ex-officio Member)
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	David Green	Nederlander Organization - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Jeff Loeb	Pantages Theatre – (Streetscape Committee Chair)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Devin Strecker	HPOA
	Joe Mariani Jr.	HPOA
Guests	John Lyons	Avalon
	Louis Pelliccia	Kress
	Phil Royle	Madame Tussauds Hollywood

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:12 p.m.

II. Public Comment

None.

III. Approval of Minutes

It was moved by John Tronson, seconded by Chris Bonbright and CARRIED to approve the minutes from the Board's September 16, 2010 meeting. Unanimously approved.

IV. Treasurer's Report

A. Treasurer's Report for September 30, 2010: Kerry Morrison showed the board the various accounts and their current balances. According to the cash flow statement the board is projected to the end the year with a balance of \$245,384.84. Morrison reported that this is significantly higher than originally anticipated and that she was having RBZ look into what may have caused the increase to "cash on hand."

It was moved by Jim McPartlin, seconded by Tej Sundher and CARRIED to approve the Treasurer's Report from October 21, 2010. Unanimously approved.

B. Draft 2011 Budget: Morrison reviewed the proposed budget for the board. In looking at the variances from this past year, and including the end of year roll over, the board is projected to the end the year with approximately \$84,000 in the bank. Morrison reiterated that she is still finalizing some categories and that the final draft will be voted on by the board during their November meeting.

V. Committee/Activity Reports

A. Security Committee

1. General Update: John Tronson reported that the staff has made a new connection at the Sheriff's Department, Sgt. Becerra. The sergeant was present at the last meeting and will continue to try and be a part of the Security committee in the future. Tronson also mentioned that crime in Hollywood continues to go down. Morrison also informed the board that the Gett Love food line has permanently moved to Blessed Sacrament. Tronson thanked Morrison for her dedication to this effort.

2. Metro Vine Plaza: Tronson told the board that recently the staff had toured the Sheriff's Metro headquarters, to see how situations on the trains and buses were monitored. The staff is continuing to build relationships with the sheriff, and with the approval of Metro and the W, are looking into ways to activate the Metro Plaza with outdoor seating and food carts. Tronson also mentioned that the no loitering signs for the area are being fabricated and should be posted sometime in the near future.

3. Hollywood Characters Situation: Morrison and Joe Mariani recently went to view the latest Hollywood Character documentary at UCLA. Morrison reported that the film gave a balanced overview of the situation and that she is currently trying to coordinate a screening in Hollywood for the board and other community members to see.

B. Streetscape Committee

1. Side and Backstreet Tree Planting: Sarah MacPherson gave a slideshow to the board showing the before and after photos of the tree planting project. MacPherson said the city did not charge for removing the dead conduit found in many of the wells, which helped lower potential costs considerably. The project has run slightly over the budgeted amount by approximately \$1,800 as a result of additional meetings with city inspectors.

2. CRA Demonstration Project Lights – Morrison said the staff sat down with the CRA last week to discuss their idea of reactivating the Star tracker lights at the intersection of Hollywood and Vine. The CRA is working with a lighting engineer to perform the renovation.

3. Alley Update: MacPherson said the next stakeholder meeting for the ECCA alley is on October 28. Property owners in the alley were given a notice from the city last week informing them that they would need to remove all items from the alley prior to January 17, 2011. MacPherson also mentioned that the staff had purchased a screen for the Pacific Theatre Alley gate to cover the dumpsters. The screen has a printed image on it to enhance the view as many tourists stop in front of the fence to take photos of the Hollywood sign.

C. Marketing Committee

1. Parking Meeting: Devin Strecker reported that the committee will be meeting on October 27th to discuss parking issues. This topic is being looked at as many responses to the demographic research survey were related to parking. The Hollywood Chamber has also convened a meeting to look at this same issue.

2. Potential Changes to Newsletter: Due to the fact that an overwhelming majority of individuals are not opening up the current e-newsletter, Strecker informed the board that he is looking to augment the current format and revert back to a print version. Strecker hopes to have an example to show the board at their next meeting.

VI. Old Business

None

VII. New Business

A. HBT Event: Morrison invited the board to attend the HBT fundraising event on Wednesday, October 27th. The event will be honoring LAPD Captain Girmala for her dedication and service to the Hollywood community.

VIII. Report from Executive Director

A. Homeless Outreach Update: Morrison reported that as a member of the United Way's Business Task Force to End Homelessness she is excited to announce that they are wrapping up their report and will be releasing it to the public on November 9, 2010. The report includes a 5-year plan to end homelessness in Los Angeles by creating ways for the City and County to work together to help house the approximately 16,000 chronic homeless individuals in Los Angeles. Morrison also encouraged the board to take part in this year's Homewalk on November 13, 2010.

B. Friendraiser at Blessed Sacrament: Morrison invited the board to attend the "Friendraiser" at Blessed Sacrament on November 16, 2010. The event is not for raising funds, but rather to raise awareness of the facility in the community. All are welcome to attend.

IX. Next Meeting

The next meeting is scheduled for Thursday, November 18, 2010 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Thaddeus Smith at 5:10 p.m.